Sherry (Chunhui) Wu | Design Manager

Good design is good business.

www.chunhuiwu.com

sherrywu21@gmail.com

EXPERIENCE

Samsung Electronics America | Design Manager

Feb 2022 to Present, San Francisco Bay Area, CA

- An ad platform on Samsung smart TV, mobile devices and home appliances that help users discover relevant content, while providing advertisers opportunity to amplify brand messaging
- Execute design vision by partnering up with global teams of product, engineering, user research, marketing and sales
- Lead b2c ad experience design that grew the ad business from a seed to a major source of revenue that's increasing 100% YoY

Samsung Electronics America | Lead Designer

Jul 2016 to Feb 2022, San Francisco Bay Area, CA

Nomis Solutions, Inc. | Product Designer

2015 to 2016, San Francisco Bay Area, CA

- A fin-tech software for large and medium-sized retail banks price optimization
- Introduced design process to existing agile development and evangelized design culture

11 Main - Alibaba Group Company | Product Designer

2014 to 2015, San Francisco Bay Area, CA

- An e-commerce marketplace for small and medium-sized retailers while leveraging shopper experience
- Website and mobile app redesign that expanded user base and increased conversion rate

SynapseMX, Inc. | Product Designer

2013 to 2014, Greater Atlanta Area, GA

- An industry's leading aviation maintenance software for teams to boost productivity
- End-to-end responsive web application design

CareerBuilder | UX/UI Designer

2013, Greater Atlanta Area, GA

- An online employment website provides labor market intelligence, talent management and recruitment solutions
- Website design for enterprise use

EDUCATION

Georgia Institute of Technology

MS in Human Computer Interaction

Atlanta, GA

Southern Polytechnic State University

BS in Electrical Engineering Technology

Marietta, GA

CERTIFICATES

Design a Business

IDEO U

2020, San Francisco, CA

Design Leadership

Cooper Professional Education

2019, San Francisco, CA

Design Thinking and Leadership

Stanford University

2017-2018, Stanford, CA

VOLUNTEERING

Mentor

ADPList

2022-present, virtual, global

Judge

D&AD Awards

2021-2022, virtual, global

Judge

Stanford University

2019, Stanford, CA

SKILLS

- Design strategy, leadership, mentorship
- Product design, user study, usability testing
- English, Mandarin Chinese